

Business Department – Technology Rubric

Name: _____

Assignment: _____ Period# _____

	4	3	2	1	0
Content Accuracy	Completely accurate; all facts were precise and explicit and research as appropriate was thorough. ** All content complete and well thought out.	Mostly accurate; a few inconsistencies or errors in information and research as appropriate was conscientious. ** All content complete/ some parts are not well thought out.	Somewhat accurate; more than a few inconsistencies or errors in information and research as appropriate was incomplete. ** Missing some of the required content.	Completely inaccurate; the facts in this project were misleading to the audience and research as appropriate was missing. ** Missing too much	No response
Organization	Extremely well organized; logical format that was easy to follow; flowed smoothly from one idea to another and cleverly conveyed; the organization enhanced the effectiveness of the project	Presented in a thoughtful manner; there were signs of organization and most transitions were easy to follow, but at times ideas were unclear	Somewhat organized; ideas were not presented coherently and transitions were not always smooth, which at times distracted the audience	Choppy and confusing; format was difficult to follow transitions of ideas were abrupt and seriously distracted the audience	
Word Choice and Vocabulary	Fluency in use of vocabulary; Student used proper vocabulary terms whenever appropriate and demonstrated a mastery of proper terminology.	Good use of vocabulary; Student showed a strong understanding and use of vocabulary throughout the presentation, but failed to use a proper vocabulary term in a couple instances.	Moderate use of vocabulary; Student used some vocabulary and “terms of art”; but only on occasion.	Poor to no use of vocabulary; Student used few to no vocabulary when they were appropriate.	
Technology Operations and Design	Student applies a digital tool with design fundamentals to present information. It was extremely clever and presented with originality; a unique approach that truly enhanced the project	Student applies a digital tool with design fundamentals to present information. It was clever at times; thoughtfully and uniquely presented	Student applies a digital tool , but only added a few original touches to enhance the project but did not incorporate them throughout	Student applies a digital tool; used very little creative energy throughout the project; was bland, predictable, and lacked “zip”	
Conventions (Grammar, spelling, etc.)	No errors of spelling or grammatical errors.	Very few errors of spelling and grammatical errors.	Some errors of spelling and grammatical errors	Spelling and grammatical errors throughout the document.	

Grade: